**Alternative Approach to Resistance**

**Make a Compelling Case for Change**

People need to get **why** an issue is crucial before they will commit to change.

Make your case in a way that touches people’s **minds and hearts**.

**Keep the Change Alive**

It’s one thing to roll out an idea, it is quite another to see the results from all your effort.

Celebrate small victories to keep people excited and on board.

**Get Back on Track**

Unexpected things happen that can derail a perfectly good idea.

Be prepared for the unexpected.

**Resistance Should be Attended to and Honored**

Identify the **motive** and act accordingly, e.g. listen, empathize, support.

Think through the substance of the resistance, don’t just dismiss it.